

EAST CENTRAL
COMMUNITY COLLEGE

2020 VISION

BRIEF HISTORY OF THE COLLEGE

In 1928 the Legislature of the State of Mississippi adopted the first basic laws for the organization and operation of Mississippi public junior colleges. Consequently, East Central Community College opened its doors to a freshman class of twenty students for the first regular session in September of 1928.

The college occupied buildings that were a part of the Newton County Agricultural High School which had been organized in 1914. The Agricultural High School was located on property belonging to the Decatur Municipal School District, which had been created in 1912. The upper high school grades comprised the Newton County Agricultural High School were a part of the college until 1958 when they moved to the Decatur Attendance Center.

In March of 1939, East Central Junior College was accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (COCSACS). It has been reaffirmed each decade since. Today the College holds membership in the American Association of Community Colleges (AACCC), the Southern Association of Colleges and Schools (SACS), The Mississippi Association of Colleges (MAAC), and The Mississippi Association of Community and Junior Colleges (MACJC).

Originally the institution was supported by three counties — Newton, Neshoba and Scott. Later, Leake and Winston were joined by Leake and Winston.

From the two members of the original faculty of East Central Community College, Mrs. W.W. Neshoba and Mr. Robert Marshall, the number of full and part-time personnel has increased to over 24. Since its founding, eight presidents have served the institution.

East Central Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the associate degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, 404-679-4500 for questions about the accreditation of East Central Community College.

East Central Community College does not discriminate on the basis of race, color, religion, national origin, sex, age, or physical disability in its educational programs and activities, employment practices, or admissions processes. The following persons have been designated to handle inquiries regarding the non-discrimination policies of East Central Community College:

Inquiries regarding compliance with Title VI, ADEA, and Title IX is coordinated by Dr. Teresa Houston, Vice President for Instruction, Walter Arno Vincent Administration Building, Room 171, Post Office Box 129, Decatur, MS 39327, Phone: 601-635-4011, Fax: 601-635-4011, thouston@eccc.edu.

Inquiries regarding compliance with Section 504 and ADA is coordinated by Dr. Randall Lee, Vice President of Student Services, Eddie M. Smith Student Union, Room 201, Post Office Box 129, Decatur, MS 39327, Phone: 601-635-6375, Fax: 601-635-3247, eccc.edu.



2012-2013 ECCC BOARD OF TRUSTEES AND EXECUTIVE COUNCIL

*"There is no more powerful engine
driving an organization toward
excellence and long-range success than
an attractive, worthwhile, achievable
vision for the future, widely shared."
— Burt Nanus, Visionary Leadership*

2012-2013 ECCC BOARD OF TRUSTEES



Dr. Kimsey Cooper
Leake



W.B. Jones
Leake



William Kitchings
Leake



Patrick Posey
Leake Supt. of Education



Alan Rhea
Leake



Janie Wilbanks
Leake



David Byars
Neshoba



Edsel Cliburn
Neshoba



Prentiss Copeland
Neshoba



Tommy Dearing
Neshoba Supt. of Education



Ricky Goldman
Neshoba



Jerry Smith
Neshoba (Vice Chairman)



J.O. Amis
Newton Supt. of Education



Rodney Bounds
Newton



Pat Cleveland
Newton



Beverly Hart
Newton

2012-2013 ECCC BOARD OF TRUSTEES



Dr. Danny Lanier
Newton



Van Lucas
Newton



Vernon Crotwell
Scott



Rebecca Farris
Scott



Jimmy Hollingsworth
Scott (Chairman)



Bingham Moncrief
Scott Supt. of Education



Royce Shaw
Scott (Secretary)



Annie Stowers
Scott



Patsy Clark
Winston



Delane Hudson
Winston



Randal Livingston
Winston



Jerry Nance
Winston



Leo Parker
Winston



Dr. William Wade
Louisville Supt. of Education

*"Vision is the art of
seeing the invisible."
-Jonathan Swift*

2012-2013 EXECUTIVE COUNCIL



Billy W. Stewart, Ph.D.
President



Teresa L. Houston, Ph.D.
*Vice President
for Instruction*



Mickey W. Vance, MPA
*Vice President
for Business Operations*



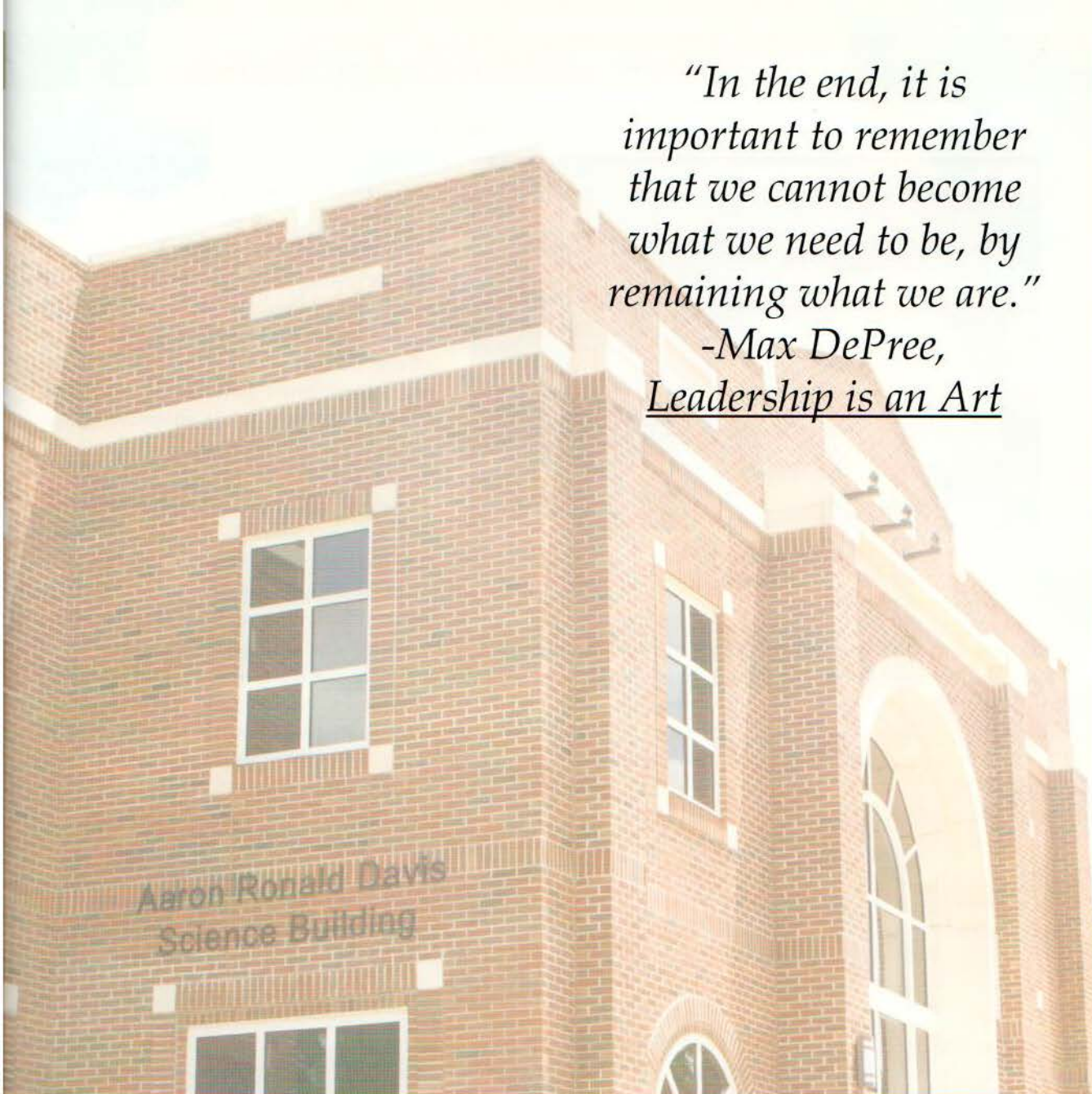
Erle E. "Bubby" Johnston, B.S.
*Vice President
for Public Information*



Randall E. Lee, Ph.D.
*Vice President
for Student Services*



The Executive Council, which includes the president of the college and the four vice presidents, meets on a regular basis to review strategic planning items and coordinate college activities and services.



*"In the end, it is
important to remember
that we cannot become
what we need to be, by
remaining what we are."*

*-Max DePree,
Leadership is an Art*

Aaron Ronald Davis
Science Building

MESSAGE FROM THE PRESIDENT



MESSAGE FROM THE PRESIDENT



Billy W. Stewart, Ph.D.
President

Since its founding in 1928, East Central Community College (ECCC) has enjoyed a rich tradition of excellence. However, while knowledge of and pride in the past may serve as characteristics of a successful organization, they cannot, by themselves, sustain its future. Therefore, a community college, like all other organizations and institutions, must build upon the foundation of the past while envisioning and planning for the future.

Upon being named the eighth president of ECCC, my immediate goal was to engage the institution in an ambitious strategic planning process, not only to address current challenges and identify potential

changes, but to shape and guide our future. This inclusive and comprehensive process has involved all stakeholders in planning for the future of our College—faculty and staff, students, alumni, and members of communities in Leake, Neshoba, Newton, Scott, and Winston counties. We have received significant input throughout this collaborative process that reflects what employees, students, employers, alumni, and citizens want and need from ECCC, both now and in the future. We have used that feedback to create *2020 Vision* and we proudly share our vision with you in the pages of this document.

While *2020 Vision* reflects the culmination of a shared vision for the future of ECCC, it will not remain a static document. As our College and our communities evolve in the years to come, the plan will require modifications as we anticipate and respond to the changing needs of growing communities. However, the adoption and implementation of this initial framework is an important first step in establishing the expectation that ECCC will continue to build upon its history of excellence and serve as a dynamic contributor to the post-secondary educational and training opportunities in east central Mississippi.

We could not have completed this process without the contributions of so many faculty, staff, students, alumni, and community members who have given unselfishly of their time and energy during this “visioning” journey. I want to thank each one for his or her commitment to and love for this institution. I am confident that contributors will find several recommendations in *2020 Vision* related to the ideas that they shared with us. Using their input, we have clarified our vision and mission statements, established core values, defined institutional commitments, and developed action plans that will be the main focus of our future efforts to enrich and transform lives through quality educational programs and services offered the “EC Way—Excellence with Class.”

As we conclude the initial step on this ambitious journey, I am reminded of a quote I heard almost 20 years ago as a graduate student at Mississippi State University from Joel Barker in a video titled, “The Power of Vision.” Professor Barker stated, “Vision without action is merely a dream. Action without vision just passes time. But, vision with action can change the world.” Thus, in many ways the completion of this planning process and document is simply a beginning. Much hard work lies ahead in order for us to achieve our bold vision and fulfill our fundamental mission as an institution. I encourage you to consider the role(s) you can play in helping us meet the challenges and opportunities as outlined in *2020 Vision*.

Finally, I hope that you share my excitement about the future of ECCC. I am convinced that God has a great plan for this institution. His Word states that, “Where there is no vision the people perish.” Now that we have developed a clear vision for our future with extensive input from all stakeholders, I look forward to the ways He will bless our efforts to transform the lives of those we serve. I am honored and blessed to be a member of the East Central family.

*"Strategic Planning is
worthless unless there is
first a Strategic Vision."
-John Naisbitt*



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

In July of 2012, with the encouragement and support of the East Central Community College (ECCC) Board of Trustees, the institution embarked on a comprehensive and inclusive strategic planning process to chart a course for the future of the college. The planning process was buoyed by a report from the American Association of Community Colleges' (AACC) 21st Century Commission on the Future of Community Colleges titled, "Reclaiming the American Dream: Community Colleges and the Nation's Future" released in May of that year. The commission reported, "The American Dream is at risk. Community colleges can help reclaim it. But stepping up to the challenge will require dramatic redesign of these institutions, their missions, and most critically, students' educational experiences." Further, the commission boldly declared, "If community colleges are to contribute powerfully to meeting the needs of 21st-century students and the 21st-century economy, education leaders must reimagine what these institutions are—and are capable of becoming." Therefore, with this challenge by the 21st Century Commission to redesign students' educational experiences, reinvent institutional roles, and reset the community college system to meet the needs of students, ECCC set out to assess not only what and where we are today, but imagine what and where we want to be in the future.



Dr. Billy W. Stewart speaks with members of the District Workforce Council about 2020 Vision.

The 2020 Vision strategic planning process at ECCC began at the Fall Convocation in the Fall of 2012. Faculty members and administrators were asked to provide feedback and input regarding current strengths, weaknesses, and tendencies of the college; suggestions for improving instruction and student success; recommendations for potential initiatives of the college; and trends to be considered in planning for the future of the college including enrollment and demographic data. The overriding questions were, "What is the college today and what should the college look like in the year 2020?" This was followed by a series of meetings and interviews during the fall with staff members, students, the college's District Workforce Council, the Board of Trustees, as well as numerous civic clubs and organizations throughout the five-county service area to engage stakeholders in discussions regarding these same ideas.

In January of 2013, ECCC co-hosted five community forums with local economic development agencies and other entities, one in each county served by the college. They included:

Leake County – Leake Industrial Development Association and Chamber of Commerce, Co-hosts
Neshoba County – Community Development Partnership, Co-host
Newton County – Mid-Mississippi Development District, Co-host
Scott County – Mid-Mississippi Development District and Scott County School District, Co-hosts
Winston County – Winston County Economic Development District Partnership, Co-host

Over 250 local elected officials, business and community leaders, school officials, ECCC board members, and other local constituents participated in these forums facilitated by college faculty, staff, and administrators. In addition, individuals were provided an online opportunity using the college website to provide input in the strategic plan.

Following a review of the feedback and input received from employees, students, community members, and other stakeholders, as well as results from the online surveys, a revised mission statement and a new vision statement was established. In addition, seven core values which define our institution's highest priorities and deepest-held beliefs were developed. Descriptors were also developed to clarify the meaning of each of these core values. These three tenets make up the foundation of 2020 Vision and were presented and approved by the Board of Trustees at their meeting in February of 2013.

In addition, five fulfill the mission five institutional Resource Planning and input receive practices related five institutional June of 2013. The tions, and ideas p

2020 Vision requires a framework to i laboration, mutu. Vision addresses from a nationally will assist the co resources to prov All future college information, or fa tion plans adopte identified by the e the ever-changing fundamental pric

Volume 1 • Issue 1
October 2012

The Workforce Development Center provides customized services for individuals, employers, and communities in the five county district, serving Leake, Newton, Scott, and Winston counties.

Follow us on Facebook! Just click on the link from the ECCC Workforce Development website: www.eccc.edu/workforce

Like us on Facebook



Table of Contents

New Administration Team
Mission Statement
How We Measure Success
Our Vision Statement
Small Business Offering
Career Technical Education
Adult Education Services
Workforce Training

"Solutions the Division velopment a 2020 Visi

EXECUTIVE SUMMARY

In addition, five institutional commitments that will serve as the core functions to achieve the vision and fulfill the mission of the college were identified and approved at the board meeting in February of 2013. The five institutional commitments include: Student Success, Teaching and Learning, Community Partnerships, Resource Planning and Development, and Communication. Following a thorough analysis of the feedback and input received from stakeholders of ECCC as well as current community college literature and best practices related to the five institutional commitments adopted by the college, action plans for each of the five institutional commitments were presented and approved by the Board of Trustees at their meeting in June of 2013. These action plans were the result of synthesizing more than a thousand comments, suggestions, and ideas provided by all stakeholders involved in the strategic planning process.

2020 Vision represents a shared vision among the stakeholders of ECCC, a roadmap for our future, and a framework to improve the economic strength of our region. It also reflects the climate of dynamic collaboration, mutual respect, and meaningful conversation present within and outside of our college. *2020 Vision* addresses what students and citizens of east central Mississippi have identified as requirements from a nationally recognized and locally preferred institution of higher education. Therefore, *2020 Vision* will assist the college in prioritizing future strategic initiatives and allocating educational and financial resources to provide an environment in which students are empowered to achieve their highest potential. All future college efforts, whether in the area of instruction, student services, business operations, public information, or facilities, will be focused on the five institutional commitments and the corresponding action plans adopted by the Board of Trustees and will be implemented according to the seven core values identified by the college. While offering direction for the future, *2020 Vision* will maintain flexibility to meet the ever-changing needs of the students and communities we serve while preserving an emphasis on the fundamental priorities identified during the collaborative planning process.

Members of the
2020 Vision.

Institutions are—
mission to redesign
college system to
but imagine what

Fall of 2012. Fac-
current strengths,
student success; rec-
nning for the fu-
s were, "What is
owed by a series
District Workforce
throughout the five-

Development agencies

ce, Co-hosts

ict, Co-hosts
-host

C board members,
aff, and adminis-
website to provide

community members,
ement and a new
ion's highest pri-
fy the meaning of
ere presented and

Volume 1 • Issue 1
October 2012

Solutions
EAST CENTRAL COMMUNITY COLLEGE
WORKFORCE DEVELOPMENT NEWSLETTER

**New Administration Speaks to
District Workforce Council**


The Workforce Development Center provides customized services for individuals, employers, and communities in the five county district: serving Leake, Neshoba, Newton, Scott, and Winston counties.

Follow us on Facebook!
Just click on the link from the ECCC Workforce Development webpage.
www.eccc.edu/workforce

Like us on Facebook

Table of Contents

- New Administration Speaks to District Workforce Council 1
- WELCOME 2
- How We Measure Success 2
- CEC's Grant Report 2
- Small Business Offerings 2
- Career, Technical Education 2
- ADJ/SOC Class Locations 2
- OB Services 2
- Learning Workforce Training 2



ECCC Wants to Hear from YOU!

East Central Community College is hosting Public Forums to solicit input from our communities regarding the future of the College as we develop *2020 Vision*.

Please let us know how we can improve YOUR community college by attending a Forum held near you!

January 15 • The Newton Depot, Newton
January 16 • Lake Tiak O'Khata (Flamingo Room), Louisville
January 23 • Scott County Courthouse, Forest
January 28 • The Philadelphia Depot, Philadelphia
January 29 • Carthage Chamber of Commerce, Carthage

11 a.m. to 1 p.m. • Refreshments Provided

East Central Community College
Decatur, MS • www.eccc.edu • 877-462-3222

Advertisements were placed in each of the county newspapers and on the college website to solicit input regarding *2020 Vision* from alumni and friends during community forums.

"Solutions" is a newsletter published by the Division of Workforce Education and Development and was created as a result of the *2020 Vision* strategic planning process.

COMMUNITY FORUMS

East Central Community College (ECCC) co-hosted a series of Community Forums in each of the college's five counties throughout the month of January 2013. Members of the college's administration, faculty, and staff facilitated Institutional Commitment Strategy Stations to collect thoughts and ideas from our communities that will guide the college's long-term strategic plan to achieve student success and promote community development.



Student Success



Teaching and Learning



Community Partnerships



Resource Planning and Development



Communication

"If w
that
our
colleg
to
co
futu
-T
Suc
Prim
Fac

*"If we do not create the systems
that will ensure the success of
our students, the community
college we know today may cease
to exist, and the community
college we dream of for the
future may never come to be."*

*-Terry O'Banion, Access,
Success, and Completion: A
Primer for Community College
Faculty, Staff, and Trustees*



2020 VISION

2020 VISION

VISION

Effective strategic planning at East Central Community College (ECCC) begins with a clear understanding of the vision, mission, and core values of our institution. The vision statement captures an image of the "ideal" future. It clearly frames our college's long-term aspirations and serves as a guide for choosing a course of action(s) that will ultimately allow our college to achieve the future we seek to create. In many ways, it is a "snapshot" of what we want to become.

The Vision Statement for ECCC is:

East Central Community College will be recognized nationally as a premier community college and locally as the preferred gateway to higher education and training for residents of east central Mississippi due to our focus on students and their success and our commitment to communities and their development.

MISSION

On the other hand, while the vision statement communicates what our institution desires to be in the future, the mission statement provides a "snapshot" of the present state of our college. It guides the operations of our institution by clearly defining the fundamental purpose(s) of the college and why we exist. It also describes who we serve as an institution. These two components are essential in the strategic planning process as the college's institutional commitments are identified by assessing the gap between where and what we want to be in the future (vision statement) and where and what we are today (mission statement).

The Mission Statement for ECCC is:

East Central Community College is a public, open-access, comprehensive, two-year institution of higher education that provides university transfer education, distance education opportunities, career-technical programs, workforce development services, and basic skills offerings to meet the educational and training needs of the residents of Leake, Neshoba, Newton, Scott, and Winston counties located in east central Mississippi.

Did You Know ECCC is Among the Fastest Growing Community Colleges in the Nation?

That's right...East Central Community College is ranked as the Sixth Fastest Growing Community College with enrollments from 2,500 to 4,999, according to *Community College Week!*

**So Why Are More Students Attending EC?
Maybe It's Because They Are Well Prepared
To Continue Their Education On The University Level!**

According to the most recent report from Mississippi Institutions of Higher Learning (MIHL), EC transfer students to public four-year institutions achieved the highest grade point average as compared to the state's other community and junior colleges.

**WE PREPARE STUDENTS FOR SUCCESS
AND THEY SUCCEED!**

For information about East Central Community College,
call 601-635-8205 or toll free - 877-462-3222, ext. 205,
or e-mail ecinfo@ecc.edu



East Central Community College

Decatur, Mississippi • www.eccc.edu • 877-462-3222

Enrollments 2,500 - 4,999
Source: *Community College Week!*

Rank	College	Enrollment	% Change
1	Southwestern Community College	4,999	10.1%
2	Northwest Community College	4,999	9.8%
3	Central Community College	4,999	9.5%
4	East Central Community College	4,999	9.2%
5	West Central Community College	4,999	8.9%
6	East Central Community College	4,999	8.6%
7	Northwest Community College	4,999	8.3%
8	Southwestern Community College	4,999	8.0%
9	Central Community College	4,999	7.7%
10	West Central Community College	4,999	7.4%
11	Northwest Community College	4,999	7.1%
12	Southwestern Community College	4,999	6.8%
13	Central Community College	4,999	6.5%
14	West Central Community College	4,999	6.2%
15	Northwest Community College	4,999	5.9%
16	Southwestern Community College	4,999	5.6%
17	Central Community College	4,999	5.3%
18	West Central Community College	4,999	5.0%
19	Northwest Community College	4,999	4.7%
20	Southwestern Community College	4,999	4.4%
21	Central Community College	4,999	4.1%
22	West Central Community College	4,999	3.8%
23	Northwest Community College	4,999	3.5%
24	Southwestern Community College	4,999	3.2%
25	Central Community College	4,999	2.9%
26	West Central Community College	4,999	2.6%
27	Northwest Community College	4,999	2.3%
28	Southwestern Community College	4,999	2.0%
29	Central Community College	4,999	1.7%
30	West Central Community College	4,999	1.4%
31	Northwest Community College	4,999	1.1%
32	Southwestern Community College	4,999	0.8%
33	Central Community College	4,999	0.5%
34	West Central Community College	4,999	0.2%
35	Northwest Community College	4,999	0.0%
36	Southwestern Community College	4,999	-0.3%
37	Central Community College	4,999	-0.6%
38	West Central Community College	4,999	-0.9%
39	Northwest Community College	4,999	-1.2%
40	Southwestern Community College	4,999	-1.5%
41	Central Community College	4,999	-1.8%
42	West Central Community College	4,999	-2.1%
43	Northwest Community College	4,999	-2.4%
44	Southwestern Community College	4,999	-2.7%
45	Central Community College	4,999	-3.0%
46	West Central Community College	4,999	-3.3%
47	Northwest Community College	4,999	-3.6%
48	Southwestern Community College	4,999	-3.9%
49	Central Community College	4,999	-4.2%
50	West Central Community College	4,999	-4.5%
51	Northwest Community College	4,999	-4.8%
52	Southwestern Community College	4,999	-5.1%
53	Central Community College	4,999	-5.4%
54	West Central Community College	4,999	-5.7%
55	Northwest Community College	4,999	-6.0%
56	Southwestern Community College	4,999	-6.3%
57	Central Community College	4,999	-6.6%
58	West Central Community College	4,999	-6.9%
59	Northwest Community College	4,999	-7.2%
60	Southwestern Community College	4,999	-7.5%
61	Central Community College	4,999	-7.8%
62	West Central Community College	4,999	-8.1%
63	Northwest Community College	4,999	-8.4%
64	Southwestern Community College	4,999	-8.7%
65	Central Community College	4,999	-9.0%
66	West Central Community College	4,999	-9.3%
67	Northwest Community College	4,999	-9.6%
68	Southwestern Community College	4,999	-9.9%
69	Central Community College	4,999	-10.2%
70	West Central Community College	4,999	-10.5%
71	Northwest Community College	4,999	-10.8%
72	Southwestern Community College	4,999	-11.1%
73	Central Community College	4,999	-11.4%
74	West Central Community College	4,999	-11.7%
75	Northwest Community College	4,999	-12.0%
76	Southwestern Community College	4,999	-12.3%
77	Central Community College	4,999	-12.6%
78	West Central Community College	4,999	-12.9%
79	Northwest Community College	4,999	-13.2%
80	Southwestern Community College	4,999	-13.5%
81	Central Community College	4,999	-13.8%
82	West Central Community College	4,999	-14.1%
83	Northwest Community College	4,999	-14.4%
84	Southwestern Community College	4,999	-14.7%
85	Central Community College	4,999	-15.0%
86	West Central Community College	4,999	-15.3%
87	Northwest Community College	4,999	-15.6%
88	Southwestern Community College	4,999	-15.9%
89	Central Community College	4,999	-16.2%
90	West Central Community College	4,999	-16.5%
91	Northwest Community College	4,999	-16.8%
92	Southwestern Community College	4,999	-17.1%
93	Central Community College	4,999	-17.4%
94	West Central Community College	4,999	-17.7%
95	Northwest Community College	4,999	-18.0%
96	Southwestern Community College	4,999	-18.3%
97	Central Community College	4,999	-18.6%
98	West Central Community College	4,999	-18.9%
99	Northwest Community College	4,999	-19.2%
100	Southwestern Community College	4,999	-19.5%

This recent newspaper advertisement highlighted the College's national recognition as one of the fastest-growing community colleges of its size and also recognized the success of East Central students.

Institutional co- are not values that tion of our college's also provide the exp to achieve the colle

The core values c ate all that we do an our students and co

WISDOM - W order to achieve the

EXCELLENCE mance in our progr

ACCOUNTABILITY evaluation of resul

RESPECT - We treat one another a

ENTHUSIASM opportunities to ha

EFFICIENCY - mum benefit for th

CREATIVITY - exploration, analy

2020 VISION

CORE VALUES

Institutional core values help define our institution's highest priorities and deepest held beliefs. These are not values that change from time to time or situation to situation, but rather they are the very foundation of our college's culture. They guide our behavior as individuals, and consequently as a college. They also provide the expectations and structure for how members of the college community will work together to achieve the college's vision and perform the college's mission.

The core values of East Central Community College define who WE ARE as an institution. They permeate all that we do and say as an institution, and we pledge ourselves to demonstrate them as we work with our students and communities. These core values include:

WISDOM - *We desire to follow good judgment, clear understanding, and intellectual knowledge in order to achieve the best possible outcome in all situations.*

EXCELLENCE - *We commit to the highest professional standards of quality, integrity, and performance in our programs, services, and operations.*

ACCOUNTABILITY - *We employ data-driven decision-making, assessment of performance, and evaluation of results in a quest for continuous improvement.*

RESPECT - *We acknowledge the value and dignity of each member of the college family and choose to treat one another as we want to be treated.*

ENTHUSIASM - *We display a passion and an excitement for our work and believe every day provides opportunities to have a positive impact on the lives of the people we serve and support.*

EFFICIENCY - *We pledge to be efficient stewards of the resources entrusted to our care to ensure maximum benefit for the college and the community.*

CREATIVITY - *We cultivate an environment that seeks innovative solutions to challenges through exploration, analysis, experimentation, and adaptation.*

WE ARE EC!!

INSTITUTIONAL COMMITMENTS

STUDENT SUCCESS

Students are the reason for our existence and their achievement is the focus of all of our work at East Central. Therefore, we are determined to foster the academic, career, and personal success of all of our students through providing a vibrant and healthy learning environment and assisting them in developing their full potential and achieving their life goals.

ACTION PLANS

1. Develop and employ innovative, research-based strategies that emphasize student success and increase opportunities for students to successfully complete educational, personal, and career goals.
2. Support, implement, advance, and evaluate creative, data-driven, strategic initiatives to improve persistence, retention, and graduation rates for all students.
3. Redesign developmental education pathways using innovative strategies and research-based best practices to decrease students' time to completion and accelerate students' progress toward successful, college-level work.
4. Research and implement a wide range of effective and efficient student support services that maximize each student's opportunity for success at the earliest possible time in his/her college experience.
5. Enhance the educational experience for all students through the intentional creation or expansion of learning and social spaces to make meaningful academic and social connections with others on campus.
6. Expand opportunities for participation in student activities and other programs that promote campus involvement and personal development.
7. Increase the endowment of the East Central Community College Foundation through the receipt of annual funds and through other targeted fund-raising projects to increase student scholarship opportunities.
8. Engage students in the use of technology through software and applications designed to facilitate student success.

The ultimate connection to the highest standards of learning and innovative

ACTION PLANS

1. Establish a connection between students and to postsecondary
2. Develop a partnership with state and local agencies of graduation
3. Design and implement certificate programs for students'
4. Create opportunities for an enriched environment
5. Expand and enhance places that provide enrichment
6. Promote interdisciplinary and emerging
7. Expand and improve measures

INSTITUTIONAL COMMITMENTS

TEACHING & LEARNING:

The ultimate purpose of teaching is to help students make passionate connections to learning. Therefore, we will be committed to the highest standards of instructional excellence and will provide exemplary learning opportunities for our students through effective teaching, innovative programming, and the utilization of various instructional methodologies.

ACTION PLANS

1. Establish and expand educational programs and services to engage high school students and high school dropouts in postsecondary education to strengthen linkages to postsecondary education.
2. Develop new, strategic workforce education programs and services that are aligned with state and/or local workforce development needs and enhance the employability of graduates.
3. Design and implement coherent, structured educational pathways leading to certificate and/or degree completion as well as stackable credentials that enhance students' opportunities for career advancement and upward mobility.
4. Create opportunities for experiential learning beyond the traditional classroom environment.
5. Expand access to high-quality educational and training opportunities at times and in places that meet the academic, professional, workforce development, and personal enrichment needs of a diverse student population.
6. Promote and support innovative and exemplary instructional methodologies through interdisciplinary collaboration, professional development, and increased access to emerging instructional technologies to enrich student learning experiences.
7. Expand and improve college's program review process to promote continuous improvement and track progress using student learning outcomes and other measures of effectiveness.

INSTITUTIONAL COMMITMENTS

COMMUNITY PARTNERSHIPS

The long-term, strategic goals of any community college must be aligned with and responsive to the needs of the communities it serves as it seeks to provide a high-quality, postsecondary education. Therefore, we will engage in collaborative and innovative partnerships with business and industry, education, government, and community groups to enrich the learning experiences of our students and communities and to advance the quality of life for our citizens.

ACTION PLANS

1. Strengthen the college's role in economic development through engaging local business and industry leaders in meaningful discussion to identify and address present and future employment needs and to support high-quality workforce programs and services.
2. Seek collaborative partnerships with communities, agencies, and organizations to increase the college's capacity to respond to local educational needs.
3. Engage alumni and friends of the college in increased opportunities to participate in college-related activities and events at or away from the main campus in Decatur.
4. Explore and offer unique cultural events and activities to enhance the quality of community life and highlight the college's role in community development.
5. Increase the college's presence in local elementary, middle, and high schools and offer opportunities for k-12 students and employees to participate in meaningful activities and events on the college campus.
6. Increase continuing education/non-credit course offerings for the community both on the main campus and through the college's network of Career Advancement Centers.

IN

RE

Strategic in
technological
outcomes of
resources wi
commitments
strategies in a

ACTION PLANS

1. Enhance the p
repurposing i
current progr
2. Strategically t
federal, state,
various needs
3. Implement st
and retain hig
4. Establish a co
integrated sec
improve the c
dangers, crise
5. Promote emp
campus cultu
assets of the c
6. Create a unifi
standard sign
classroom fur
7. Plan, develop
their applicat
commitments
8. Initiate a coor
employees an
and initiative

INSTITUTIONAL COMMITMENTS

RESOURCE PLANNING & DEVELOPMENT

Strategic investments in human, physical, financial, and technological resources have a fundamental impact on the desired outcomes of a community college. Therefore, we will align our resources with our vision, mission, core values, and institutional commitments and pursue innovative resource utilization and development strategies in an effort to ensure student success and community development.

ACTION PLANS

1. Enhance the physical environment of the college through adding, renovating, and/or repurposing instructional, residential, recreational, and other facilities to support current program needs and accommodate future growth.
2. Strategically target and aggressively pursue public and private investments and federal, state, and local grant funds to improve the college's ability to meet the various needs of the communities it serves.
3. Implement strategies, policies, and practices to recruit, employ, recognize, reward, and retain highly qualified and competent faculty, administrators, and staff.
4. Establish a coordinated and collaborative plan for enhancing campus safety through integrated security solutions, professional training, and mitigation efforts in order to improve the campus' capacity to prepare for, respond to, and reduce risks from dangers, crises, and disasters.
5. Promote employee and student wellness initiatives, services, and resources to create a campus culture of health and wellness with a priority on issues, trends, needs, and assets of the college community.
6. Create a unified campus environment through the strategic use of landscaping, standard signage, green spaces, lighting, infrastructure improvements, standard classroom furniture, and other campus enhancements.
7. Plan, develop, implement, maintain, and manage technological resources and align their application to the college's vision, mission, core values, and institutional commitments.
8. Initiate a coordinated program of professional development that enriches college employees and supports instructional, operational, and technological advancements and initiatives.

INSTITUTIONAL COMMITMENTS

COMMUNICATION

Clear, concise, and timely communication with internal and external constituencies is a critical success factor for any effective organization. Therefore, we will develop comprehensive strategies and implement broad plans and/or policies to advance our visibility and to educate, engage, and involve stakeholders in the achievement of the college vision and the performance of the college mission.

ACTION PLANS

1. Expand and promote internal communication through regular discourse between administration and other college employees utilizing technological and other communication resources.
2. Improve college organizational and governance structures to enhance opportunities for employees to participate in the decision-making process at the college and advance overall efficiency.
3. Enhance the use of online resources including social media to increase college information available to current students, potential students, alumni, and friends/supporters of the college.
4. Increase access to relevant information by college employees that enables resource sharing by all members of the college community.
5. Promote appreciation and value of all educational opportunities offered at the college including academic transfer, career-technical education, workforce training, adult basic education, etc.
6. Create an overall college mark/logo for use by all college departments and a mark/logo for use by the college's athletic teams and employ the appropriate mark/logo in all communication pieces produced by the college to increase the college's brand recognition throughout the region and state.
7. Develop and execute a comprehensive, strategic marketing/media plan including a variety of communication formats to increase the college's visibility throughout the five-county service area.

and external
ny effective
strategies and
ivance our
ders in the
llege mission.

IN VOLT

se between
d other

opportunities
ge and

college
nd friends/

les resource

d at the college
ining, adult

and a mark/
mark/logo in
ge's brand

n including a
roughout the

*"Things that matter most
must never be at the mercy of
things that matter least."
-Johann Wolfgang von Goethe*



EXCELLENCE WITH CLASS



GRAPHIC STANDARDS

During the process of strategic planning that resulted in 2020 Vision for East Central Community College (ECCC), it became apparent that the college lacked a strong, unified visual identity that conveyed a consistent message to internal and external audiences and represented and promoted the quality and mission of ECCC. Over the years, the institution's graphic identity has been fragmented, mainly due to the use and dissemination of several different college and athletics logos and symbols in several different shades of gold. Since the most basic component of a strong institutional identity is a unified visual presentation as well as consistent use of graphic standards that identify the college at a glance, it was imperative that the college adopt and implement official logos, symbols, and colors. After consultation with the design firms of Communication Arts Company (college logo) and Beam Team Design (athletics logo), their proposed logos, symbols, and colors were officially adopted by the ECCC Board of Trustees on April 9, 2013.

East Cen
college and
east central

East Central
of higher educ
career technical
educational a

Wisdom
know

Excellence

Accountabili

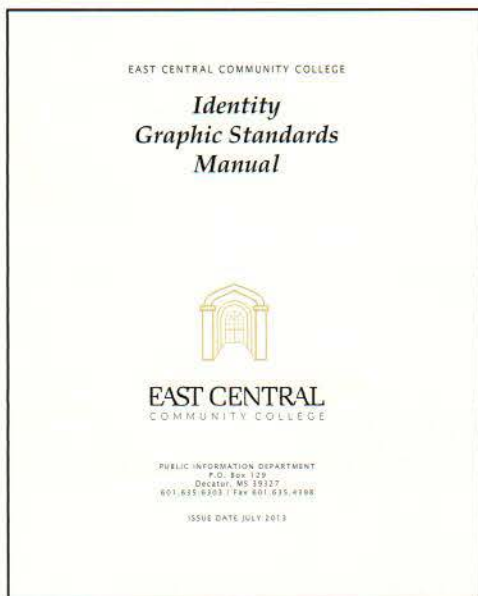
Respect - W

Enthusiasm
provides oppo

Efficiency

Creativity

INST



A Graphics Standards Manual was completed as part of 2020 Vision.

OFFICIAL COLLEGE IDENTIFICATION COMPONENTS AND SIGNATURES

College Mark

The design of the College Mark is derived from ECCC architectural features—the campus gateway, entrance of Founders Gym and Davis Hall, and the Hart Auditorium entry. The Mark represents open access, respect for tradition, and educational opportunity.

The College Mark is not to be distorted or altered. It may be used independently or as a graphic element. The scaled minimum size is demonstrated at the right.



College Wordmark

The College Wordmark declares the name of the College in an abbreviated form—not initials.

The Wordmark is based upon a classical type style and has been customized for legibility, clarity, and interest.

The College Wordmark is not to be distorted or altered. It may be used independently or as a graphic element. The scaled minimum size is demonstrated at the right.

EAST CENTRAL

EAST CENTRAL

Formal College Wordmark

The Formal College Wordmark combines an identifier line—consisting of the College Mark—with the College Wordmark to complete the full name of the College.

This identifier line is composed of a contemporary type style and has been customized to support the Wordmark.

The Formal College Wordmark is not to be distorted or altered. It may be used independently or as a graphic element. The scaled minimum size is demonstrated at the right.

EAST CENTRAL COMMUNITY COLLEGE

EAST CENTRAL COMMUNITY COLLEGE

Official College Signatures

Official College Signatures are composed of the College Mark and the Formal College Wordmark.

Signatures are available in Standard, Linear, and Compact versions. The Standard version is the preferred application.

Official College Signatures are not to be distorted or altered. They are demonstrated here in their administrative sizes.

STANDARD SIGNATURE

LINEAR SIGNATURE

COMPACT SIGNATURE

EAST CENTRAL COMMUNITY COLLEGE

EAST CENTRAL COMMUNITY COLLEGE

EAST CENTRAL COMMUNITY COLLEGE

JUNE 2013

EAST CENTRAL COMMUNITY COLLEGE IDENTITY GRAPHIC STANDARDS MANUAL

PAGE 12 OF 20

OFFICIAL COLLEGE COLORS & SUPPORT TYPOGRAPHY

Official College Colors

Official College colors—gold and black—are referenced throughout this document and designated here for use in presenting official college identifications in formal and informal applications. Colors are specified here through various media profiles for optimal consistency.

For Fine Printing

ANTHONY MATCHING SYSTEM
PMS 4815 GOLD
C=0 M=45 Y=50 K=24

For Onscreen Applications

ANTHONY MATCHING SYSTEM
PMS Black 40
C=100 M=35 Y=10 K=100

Support & Specialty Colors

Support & specialty colors—metallic gold, orange blue, yellow—are designated here for consistent use in enhancing the official College colors specified above. Use of these colors must be cleared through the ECCC Public Information Department.

For Fine Printing

ANTHONY MATCHING SYSTEM
PMS 718 Orange
C=0 M=45 Y=40 K=0

For Onscreen Applications

ANTHONY MATCHING SYSTEM
PMS 279 Blue
C=68 M=34 Y=0 K=0

For Fine Printing

ANTHONY MATCHING SYSTEM
PMS 121 Yellow
C=0 M=11 Y=89 K=0

For Onscreen Applications

ANTHONY MATCHING SYSTEM
PMS 121 Yellow
C=0 M=11 Y=89 K=0

Support Typography

The recommended typographic family to support and complement College identifications is Lucida—available in serif, sans serif, and variable.

General Reference for Typographic Applications

TEXT: Lucida Bright

TITLE: Lucida Sans Uncolored

SMALL-HEADINGS: Lucida Bright Italic

NOTATIONS: Lucida Sans Uncolored

UTILITY & CAPTION: Lucida Sans Uncolored

Web Typography

Recommended typographic family for web use include Georgia (serif) and Verdana (sans serif).

General Reference for Typographic Applications

TEXT: Georgia

TITLE: Georgia Italic

SMALL-HEADINGS: Verdana

NOTATIONS: Verdana

UTILITY & CAPTION: Verdana

Web Typography

Recommended typographic family for web use include Georgia (serif) and Verdana (sans serif).

General Reference for Typographic Applications

TEXT: Georgia

TITLE: Georgia Italic

SMALL-HEADINGS: Verdana

NOTATIONS: Verdana

UTILITY & CAPTION: Verdana

OFFICIAL ECCC ATHLETICS SIGNATURE AND COMBINATIONS IN COLOR

Athletics Signature & Athletics Component Combinations—Color Usage

The Athletics Signature and Athletics Component Combinations are reproduced in single-color (black) or in official College colors (black and gold) as shown here.

ON WHITE BACKGROUND:

In knockout applications, the outline of the Warriors and other shapes of the Athletics Signature and Athletics Component Combinations are outlined in solid gold. When the Athletics Signature and Athletics Component Combinations are outlined in solid black, the Athletics Signature and Athletics Component Combinations are outlined in solid black.

ON OFFICIAL COLORS & SILENT BLACK:

When used on color backgrounds, the color usage for the Athletics Signature and Athletics Component Combinations described above is distinguished with a white outline.

ON OFFICIAL COLORS & SILENT BLACK:

When used on color backgrounds, the color usage for the Athletics Signature and Athletics Component Combinations described above is distinguished with a white outline.

ON OFFICIAL COLORS & SILENT BLACK:

When used on color backgrounds, the color usage for the Athletics Signature and Athletics Component Combinations described above is distinguished with a white outline.

ON OFFICIAL COLORS & SILENT BLACK:

When used on color backgrounds, the color usage for the Athletics Signature and Athletics Component Combinations described above is distinguished with a white outline.

ON OFFICIAL COLORS & SILENT BLACK:

When used on color backgrounds, the color usage for the Athletics Signature and Athletics Component Combinations described above is distinguished with a white outline.

ON OFFICIAL COLORS & SILENT BLACK:

When used on color backgrounds, the color usage for the Athletics Signature and Athletics Component Combinations described above is distinguished with a white outline.

ON OFFICIAL COLORS & SILENT BLACK:

When used on color backgrounds, the color usage for the Athletics Signature and Athletics Component Combinations described above is distinguished with a white outline.

JUNE 2013

EAST CENTRAL COMMUNITY COLLEGE IDENTITY GRAPHIC STANDARDS MANUAL

PAGE 14 OF 20

VISION

East Central Community College will be recognized nationally as a premier community college and locally as the preferred gateway to higher education and training for residents of east central Mississippi due to our focus on students and their success and our commitment to communities and their development.



MISSION

East Central Community College is a public, open-access, comprehensive, two-year institution of higher education that provides university transfer education, distance education opportunities, career technical programs, workforce development services, and basic skills offerings to meet the educational and training needs of the residents of Leake, Neshoba, Newton, Scott, and Winston counties located in east central Mississippi.



CORE VALUES

Wisdom - We desire to follow good judgment, clear understanding, and intellectual knowledge in order to achieve the best possible outcome in all situations.

Excellence - We commit to the highest professional standards of quality, integrity, and performance in our programs, services, and operations.

Accountability - We employ data-driven decision-making, assessment of performance, and evaluation of results in a quest for continuous improvement.

Respect - We acknowledge the value and dignity of each member of the college family and choose to treat one another as we want to be treated.

Enthusiasm - We display a passion and an excitement for our work and believe every day provides opportunities to have a positive impact on the lives of the people we serve and support.

Efficiency - We pledge to be efficient stewards of the resources entrusted to our care to ensure maximum benefit for the college and the community.

Creativity - We cultivate an environment that seeks innovative solutions to challenges through exploration, analysis, experimentation, and adaptation.

WE ARE EC!!



INSTITUTIONAL COMMITMENTS

STUDENT SUCCESS
TEACHING & LEARNING
COMMUNITY PARTNERSHIP
RESOURCE PLANNING & DEVELOPMENT
COMMUNICATION

EAST CENTRAL

COMMUNITY COLLEGE

**P.O. BOX 129
DECATUR, MS 39327**

**WWW.ECCC.EDU
877-GO-2-ECCC
601-635-2111**